



# swop

PROCESSING & PACKAGING  
25<sup>TO</sup>-28 NOVEMBER 2019

## SHANGHAI

MEMBER OF INTERPACK ALLIANCE

包装世界（上海）博览会  
2019 · 11 · 25 - 28  
中国 · 上海新国际博览中心

全球领先包装展 INTERPACK 联盟成员

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# 包

装世界（上海）博览会swop是杜塞尔多夫展览（上海）有限公司及

雅式展览服务有限公司强强联手共同主办的大型展会。在swop之前，中国还未曾有一个整合食品、饮料、甜点、焙制食品、医药、日化、非食品消费品和工业产品等终端行业的加工与包装全产业链展览会。swop将立足亚太，辐射全球提供当下包装市场的“供需”平台，展示各个领域的定制化包装解决方案和创新设计，更将引领未来的包装趋势。



Organized by Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd., Shanghai World of Packaging (swop) is the essential event for the food, beverage, confectionery, baked goods, pharmaceuticals, cosmetics & daily care products, non-food consumer goods and industrial goods sectors. swop is the comprehensive platform not only meeting current demands for the entire supply chain but also identifying packaging trends for the future.

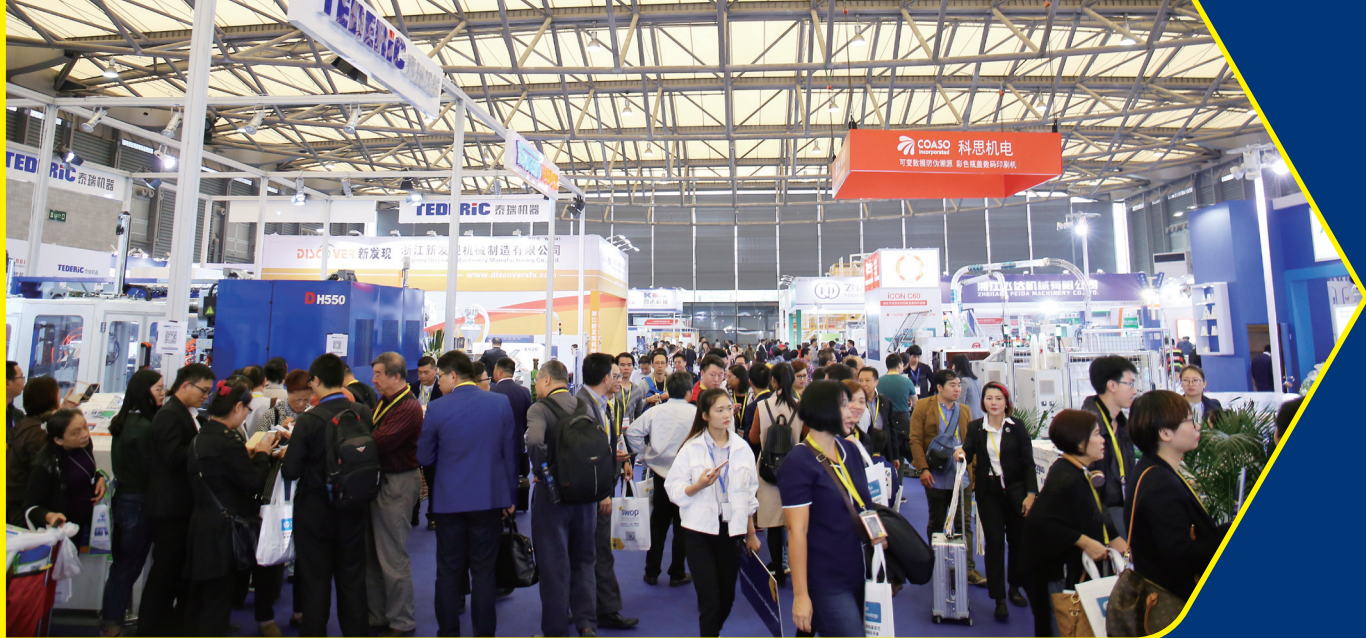
## 热点话题 Hot Topics



## 联系我们 Contact Us

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## 终端目标群

## Target Group

来自以下行业的专业观众 Trade visitors from



- 食物
- 饮品
- 甜点
- 焙制食品
- 医药
- 日化
- 非食品消费品
- 工业品

- Food
- Beverage
- Confectionery
- Baked Goods
- Pharmaceuticals
- Cosmetics & Daily Care Products
- Non-food Consumer Goods
- Industrial Goods

## 展品范围

## Scope of Exhibits

- 食品饮料加工及包装机械
- 医药日化加工及包装机械
- 非食品消费品及工业品加工及包装机械
- 糕点糖果及烘焙食品加工及包装机械
- 包装材料、包装容器及包装制成品
- 包装材料生产及加工机械
- 包装印刷
- 加工与包装配件
- 智能/自动化包装
- 电商、物流包装
- 包装设计
- 服务

- Processing & Packaging Machinery for Food & Beverage
- Processing & Packaging Machinery for Pharmaceuticals & Cosmetics and Daily Care Products
- Processing & Packaging Machinery for Non-food Consumer & Industrial Goods
- Processing & Packaging Machinery for Confectionery & Baked Goods
- Packaging Materials, Packaging Means and Final Goods
- Packaging Production
- Packaging Printing
- Components for Processing & Packaging
- Smart Packaging and Automation Technology
- E-commerce / Logistic Packaging
- Packaging Design
- Services

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CCPIT  
中国国际贸易促进  
委员会机械行业分会



IKMIB  
伊斯坦布尔化学  
及化学品出口协会



UCIMA  
意大利自动化包装机  
械制造商协会



FPE  
欧洲软包装协会



IK  
德国塑料包装和  
薄膜协会



Alufoil  
欧洲铝箔协会

# 四大特别展示区

## Four Featured Areas



# 节约粮食

## SAVE FOOD



"SAVE FOOD 节约粮食"倡议由联合国粮食及农业组织、德国杜塞尔多夫展览集团共同提出，旨在通过良好的包装形式，推动创新，为“从田间到餐桌”的整个价值链建立相应的解决方案，为对抗全球粮食损失作出贡献。swop 2017期间SAVE FOOD中国首秀收到了来自各方的关注和支持。2019年，SAVE FOOD将再次以主题展区和高峰论坛的形式亮相swop，分享如何通过先进的加工和包装技术、创新的包装材料以及全产业链的加工方式，减少粮食损失和浪费。

The initiative, SAVE FOOD, from the partners Messe Düsseldorf and the FAO, aims to drive innovations, promote interdisciplinary dialogue and spark debates in order to generate solutions, across the entire value chain "from field to fork" and make a contribution against global food loss. SAVE FOOD debut in China during swop 2017 generated huge interest from industry. During swop 2019, SAVE FOOD China will display again with a featured area and forum to share innovative concepts and technologies to the public.

对众多的包装材料和制品生产商来说，中国的快消品包装市场蕴藏着无限商机。swop 2019将再次与包装业界先锋“包装之家”联手，强力打造“快消品主题馆”，展示食品、日化、医药等终端行业的所需的包装新材料、新创意、新技术、新设计。

China's FMCG packaging market has numerous business opportunities for manufacturers of packaging materials and products. swop will join hands again with "Packaging Family" to present the "FMCG Future Zone" to showcase creative and innovative designs of packaging materials, products and design in 2019.

# 快消品主题馆

## FMCG Future Zone



- 包装材料
- 包装设计
- 包装容器
- 玻璃制品
- 塑料包装
- 纸质包装
- 软包印刷
- 金属包装

- Packaging Materials
- Packaging Design
- Containers
- Glass Packaging
- Plastic Packaging
- Paper Packaging
- Flexible Packaging
- Metal Packaging

战略合作伙伴  
Strategic Partner



# 智能包装

## Smart Packaging

预计，全球智能包装市场将以近8%的年复合增长率增长，到2019年超过310亿美元。而我国随着物联网时代的到来，涉及到食品、化妆品及药品等各个终端领域的包装智能化是大势所趋。全新的“智能包装专区”将全方位的展示功能性材料智能包装、结构性智能包装和信息型智能包装，以及涉及到的技术应用。

It is expected that the global smart packaging market will grow nearly 8% CAGR to more than 31 USD billion by 2019. In China, with the advent of the Internet of Things, it is a general trend that packaging intelligence is involved in various terminal fields such as food, cosmetics and pharmaceuticals etc. The new "Smart Packaging" Zone will display all-in-one smart packaging of functional materials, structural intelligent packaging, and information-based smart packaging, as well as the related technical applications.

### 保鲜技术

Preservation Technology

### 水溶膜包装技术

Water-soluble Film Packaging Technology

### 二维码技术

Quick Response Code Technology

### 包装性与结构创新技术

Packaging and Structure Innovation Technology

### 便携包装技术

Portable Packaging Technology

### 纹理防伪技术

Texture Anti-counterfeiting Technology

### 磁共振射频防伪识别技术

Magnetic Resonance Anti-counterfeiting Identification Technology

### 食品安全溯源方案技术

Food Safety Traceability Program Technology



## components

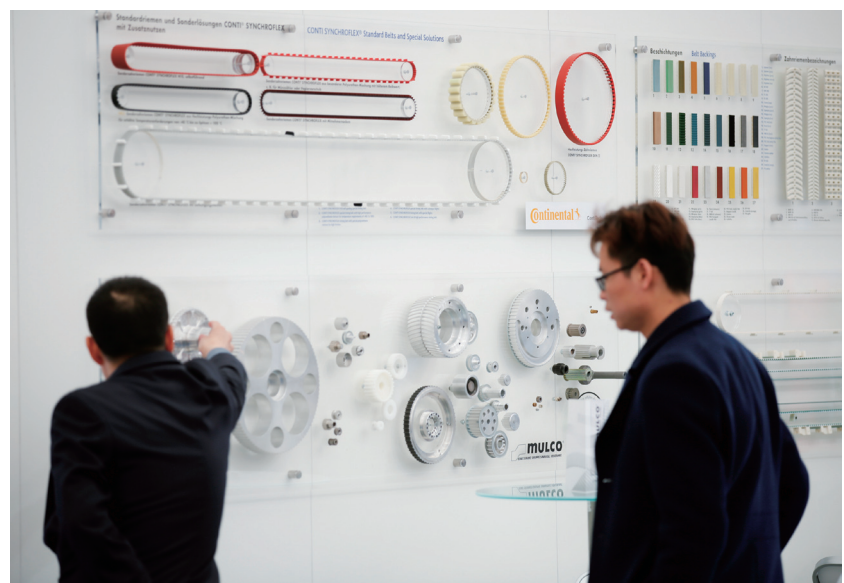
FOR PROCESSING & PACKAGING

零部件展示区将呈现完整的包装工业体系的零部件以及综合的自动化解决方案，参展商将展示以下几个方面产品和解决方案：

The "components" zone will present all components up to complete systems and integrated automation solutions for the packaging industry. Exhibitors will showcase products and solutions from the following areas:

## 零部件展示区

### components



- 驱动技术
- 控制技术
- 传感技术
- 机器视觉产品
- 材料控制技术

- 行业软件和通讯
- 机部件、配件、附件
- 机器外围设备
- 完整包装自动化系统
- 作用于包装的配件、辅助器材

- Drive Technology
- Control Technology
- Sensor Technology
- Industrial Image Processing
- Material Handling Technology

- Industrial Software and Communication
- Machine Parts / Components, Accessories
- Peripheral Equipment
- Complete Automation Systems
- Components / Aids for Packaging Materials

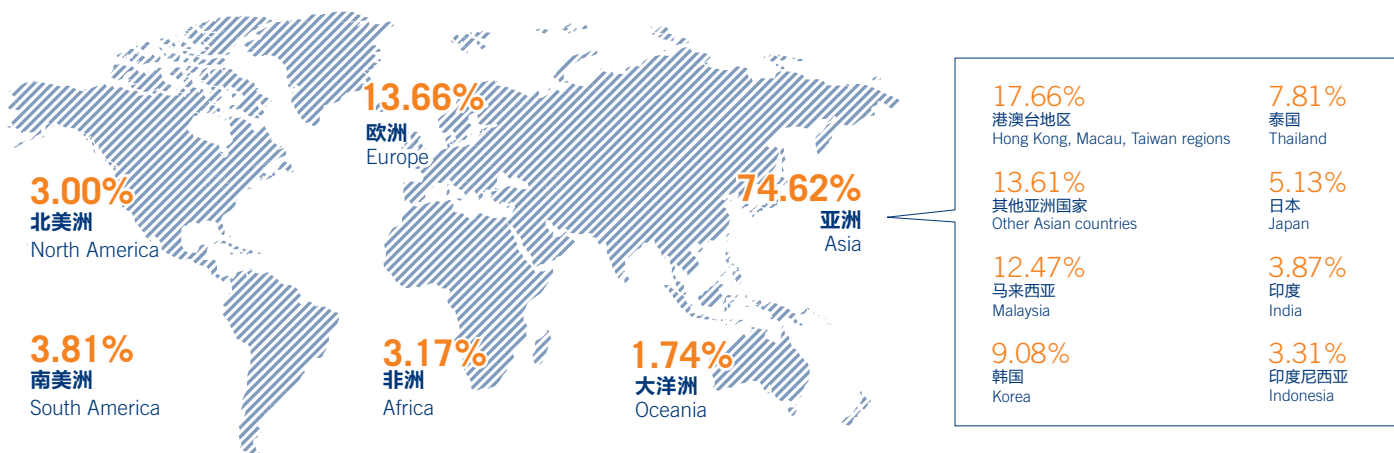
# swop 2017

观众数量  
No. of Visitors

18,118

买家来自全球  
Visitors come from

83 个国家和地区  
countries and regions



## 按照行业类别分类

## Breakdown of Visitors' Industries



## 展商 & 观众评语

## Exhibitor & Visitor Statements

**Dr. Sven Breitung – 德国机械设备制造业联合会 VDMA印刷和纸张技术贸易展和研究部, 德国**  
“swop 是德国包装设备制造商参展的首选展会。在swop 2017展会现场, 众多专业买家对德国展团及其展品表现出了浓厚的兴趣, 德国参展企业对此表示非常满意。本届展会的完美组织, 展示了“swop”这个词的真正含义——从材料到智能制造的包装世界博览会。”

**Dr. Sven Breitung, Trade Fairs and Research of Printing and Paper Technology, VDMA, Germany**  
“Generally swop is the No.1 market for German machine manufacturers who work in packaging production. The German companies are happy about the attraction of the quality promise made in Germany at swop 2017. The perfectly organized trade fair really shows what the word ‘swop’ means – the World of Packaging from packaging materials to smart packaging in one show.”

**陈列平 – 德马格塑料机械(宁波)有限公司 副总经理, 中国**  
“swop 2017给我的印象是有很多专业的业内观众来参加, 我们的客户很多都到场支持, 让我们印象很深刻, 亦有一些客户在场商讨购买事宜。对于中国未来的包装市场前景, 我们也是觉得非常好的, 因为随着消费群提升, 对包装的要求亦会愈来愈大, 亦有更多新的设计来丰富我们的包装。”

**Mr. Richard Chen, Deputy General Manager of Demag Plastics Group, China**  
“We were deeply impressed that there are many professional visitors in the industry at swop 2017. Many of our customers were present at swop as well. Numerous customers were there to discuss purchases and cooperation with us. We are confident of the future of China’s packaging market. As the consumer base expands, the demand for packaging and the style of design will increase accordingly.”

**吴娟 – 莫迪维克(上海)贸易有限公司亚洲市场经理&市场与销售支持总监, 中国**  
“swop 作为interpack的联盟展, 是一站式加工和包装解决方案的资源平台, 开展两年来, 莫迪维克均有参展。今年展会前期, 主办方通过各大行业媒体渠道做了各类宣传, 提高了展会知名度的同时, 也助推了展商品牌。此次展会上, 我们接洽了一些行业内有意向的客户。作为SAVE FOOD高峰论坛参与员之一, 莫迪维克与业内知名食品加工和包装领域展商, 共同探讨了如何抵抗食品损失和浪费, 现场反响热烈。”

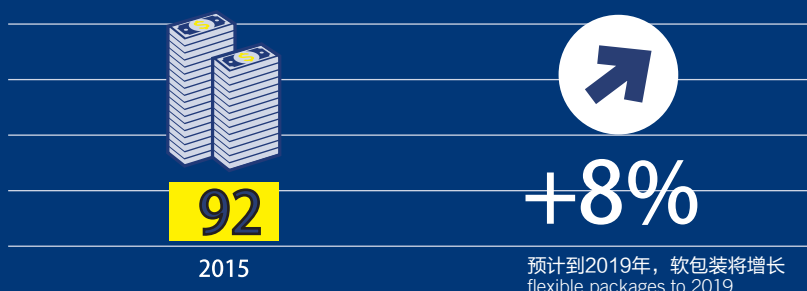
**Ms. Julia Wu, Marketing Manager Asia & Director Marketing & Sales Support, MULTIVAC (Shanghai) Trading Co., Ltd., China**  
MULTIVAC has been one of the important exhibitors since swop launched in 2015. Compared with 2015, more effort has been put into promotion by the organizer. During show, we received some packaging inquiries from industry customers. As member of the SAVE FOOD China Forum, MULTIVAC probed further into the topic of how to reduce food loss and waste, together with leading food processing and packaging exhibitors. The feedback was rather positive.

**泰国包装协会, 泰国**  
“这是我们第一次组团参观swop, 可以肯定的是2019年我们会再次来参观。我们参观了W1, W2及W3展馆, 现正跟有关生产纸杯及盖子的展商联络。就我个人而言, 我认为这个展览会对于我的业务发展很有用处, 帮助很大, 我一定会建议我的朋友在2019年到swop参观。”

**The Thai Packaging Association, Thailand**  
“This was our first time attending swop and for sure that we need to go again in 2019. We visited Hall W1, W2 and W3 during the show period. We are now in contact with exhibitors for paper cups and lids. In my opinion, this exhibition is useful for my business a lot, and I will suggest my friend to visit swop 2019 too.”

## 中国包装市场 Chinese Packaging Market

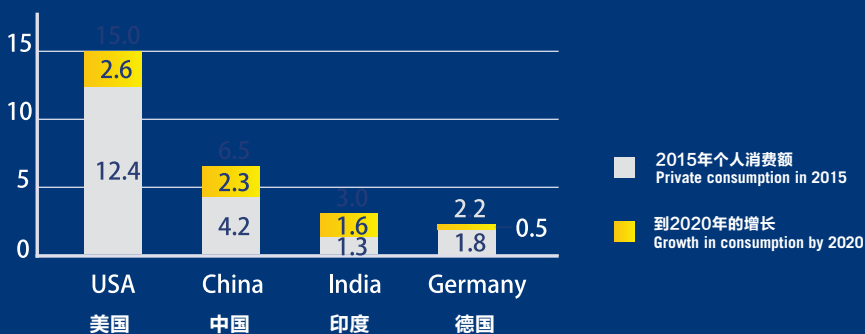
包装行业产值 (单位: 十亿美元)  
Packaging Industry Revenue (in US\$ bn)



## 市场驱动力 Drivers of Growth

持续增长的个人消费  
Growing Private Consumption

预计到2020年的个人消费额, 以万亿美元为单位  
Private consumption by 2020, in US\$ tr



根据BCG的数据, 从2015年到2020年, 中国的个人消费额将增长2.3万亿美元, 比德国目前的消费总量还要多。2015年至2030年间, 中国的可用收入中位数将增加89%。中国中产阶级已经是世界上最大的。

According to BCG, between 2015 and 2020, China's private consumption will grow by US \$2.3 trillion. That is more than current total consumption in Germany. The median available INCOME in China will rise by 89 PERCENT between 2015 and 2030. The Chinese MIDDLE CLASS is already the biggest in the world.

## 潜力巨大的包装行业 Immense Potential of The Packaging Industry



**全球最大软包装市场**  
(610万公吨)  
Biggest market for flexible packages in the world  
(with 6.1 million tonnes of flexible packages)



**亚洲最大硬质塑料包装市场**  
(预计2018年销售2060亿个单位)  
Biggest market for rigid plastic in Asia  
(forecasts that 206 billion units will be sold in 2018)



**全球最大玻璃包装市场**  
Biggest market for glass packages in the world



**亚洲最大纸包装市场**  
(至2018年, 每年的年增长率4.5%)  
Biggest market for paper and cardboard packages in Asia  
(with an annual growth rate of 4.5% by 2018)



# interpack alliance

MADE FOR TOMORROW

interpack 联盟 (interpack alliance) 是基于由德国杜塞尔多夫展览集团举办的加工与包装旗舰展 interpack 而设立的一系列国际加工与包装机械展会的统一品牌。通过 interpack 联盟，将 interpack 作为全球第一的加工与包装机械专业展的全球网络和行业资源更多的渗透到全球。包装世界 (上海) 博览会 swop 作为 interpack 联盟其中一员，也将受益于此。

Besides interpack itself - the flagship trade fair that gives this family its name - the interpack alliance will span all international events staged by Messe Düsseldorf under its Processing & Packaging portfolio. The interpack alliance emerged out of interpack's world leading processing and packaging trade fairs to enable networking and sharing of expertise between interpack and swop, the processing and packaging trade fair targeting not only China but the whole Asian region. As a member of the interpack alliance, Shanghai world of Packaging (swop) will benefit from this too.

“创建统一品牌 interpack 联盟是我们整合策略中合理且必然的一步。它代表了我们在包装行业和相关流程工业领域中的国际进程和专业性的渗透，同时也是连接我们与 interpack 上领先企业的桥梁。” 国际加工与包装机械展览会全球项目总监 Bernd Jablonowski 在杜塞尔多夫展览中心说到。

“The establishment of the interpack alliance as the umbrella brand was a logical step underlining our unified strategy. It stands for our international expertise in the packaging sector and related process industries while at the same time communicating the leading role of interpack,” comments Bernd Jablonowski, Global Portfolio Director at Messe Düsseldorf for the Processing & Packaging sector.

## 全球加工与包装系列专业展统一品牌

## New Umbrella Brand for Trade Fairs in Processing and Packaging

